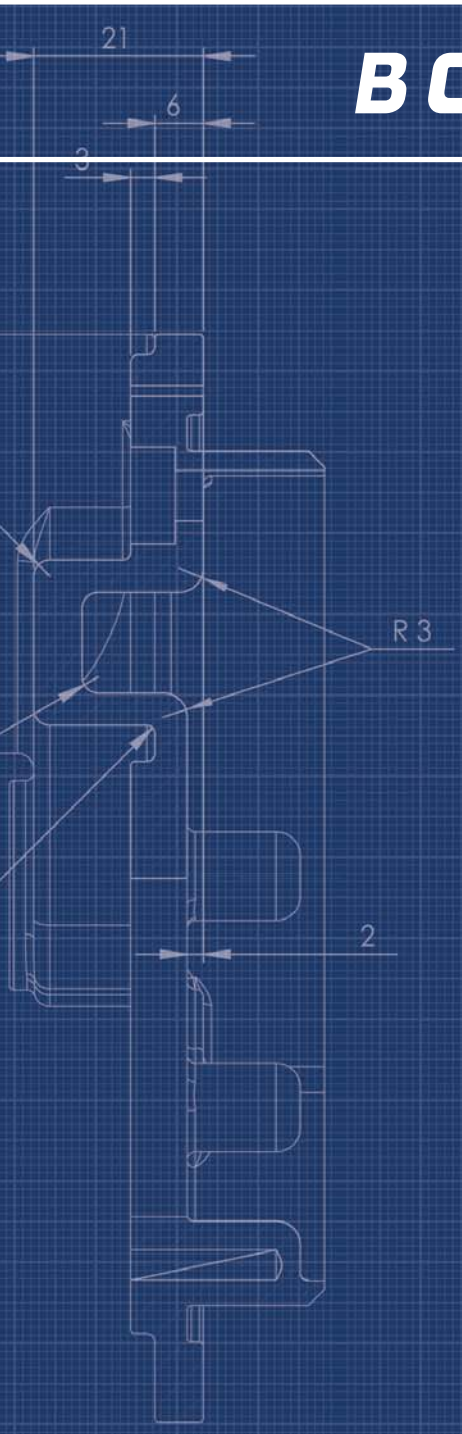
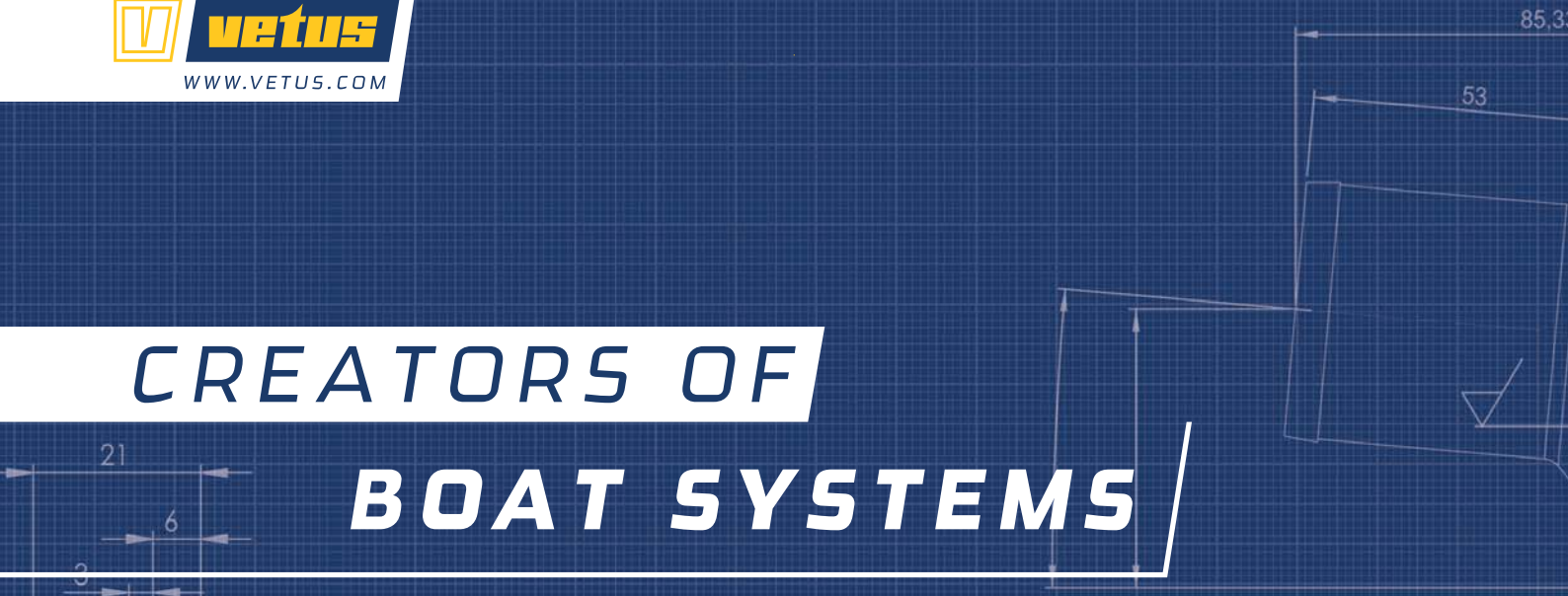
vetus

WWW.VETUS.COM

CREATORS OF BOAT SYSTEMS





CORPORATE IDENTITY MANUAL

vetus MAXWELL MAREX

INTRODUCTION

A corporate identity is more than just printing a logo. The corporate identity is the visual presentation of an organization and therefore determines to a greater extent the image of VETUS (EMEA) and VETUS-Maxwell (APAC, US). By uniformly applying the corporate identity constantly, people will associate the VETUS corporate identity with our products and services. In order to simplify correct compliance with the guidelines of the corporate identity, we will make use of a corporate identity manual. All standards are determined and explained in this manual.

All VETUS (EMEA) and VETUS-Maxwell (APAC, US, South Africa, France, Italy) employees need to be informed about the guidelines of the corporate identity. The next step, the consistent application of these guidelines is of even greater importance. Only then, the uniformity needed to create a clear and consistent image to the outside world can be achieved.

The corporate identity manual should be seen as a tool. It is a collection of standards to adhere to and guidelines to communicate our intentions. Designers, web designers, dealers and everyone who is involved with commercial activities in the name of VETUS are required to follow these guidelines and to act accordingly.

THE COMPANY VETUS

VETUS and VETUS Maxwell, Creators of boat systems

Developing innovative systems for your boat is truly what VETUS is about. VETUS invents and develops systems consisting of a wide range of products to keep your boat in excellent technical condition.
For 50 years VETUS has been one of the world's leading companies when it comes to innovative products for pleasure craft and small commercial vessels. Our catalogue is regularly consulted by the engineers and designers from leading yacht builders and used as educational material in marine training establishments for good reason.

The company started in 1964 as a wholesale business. In constant pursuit of supplying the best solutions to our customers, more and more products were adapted or developed to meet VETUS' standards. Nowadays over 70% of all products are developed and engineered in house. By working with a very knowledgeable engineering department, universities and partners in the marine sector, VETUS is able to create high quality and often innovative products that work together perfectly to form complete onboard systems. We have a reason to say; **"VETUS, Creator of boat systems!"**

It is the VETUS mission to make boating a carefree enjoyable and relaxing experience, anywhere in the world!
It is also the VETUS vision to be a world leader in system solutions for pleasure boats and light duty commercial vessels by developing innovative products for boating that are easy to install and to maintain.

Warranty and service

VETUS has a comprehensive worldwide service programme. VETUS not only offers a 3-year warranty for equipment and a 5-year warranty for engines, but also guarantees you can receive service wherever you are in the world.
If necessary our technical service engineers fly all over the world to solve technical issues.

In 2008 Maxwell in it's entirety was purchased by VETUS, at this time the Power and Sail portion of the Maxwell (Brand) was added to VETUS (the Company) program bases in Schiedam, the Netherlands.
The two company names have merged together in both the APAC region and the Americas creating a new company name with entities set up under the same name in NZ, USA, Australia and South Africa with other offices following such as France and Italy.

In short: When we brand the company in the EMEA region we use the VETUS logo. When we brand the company in APAC and in the America's, we use the VETUS Maxwell logo.

When we are branding products, we only use the brand that it is concerning; VETUS, Maxwell, Marex or V-Quipment.

THE VETUS BRANDS

VETUS
The VETUS range of products consists of more than 3.700 high quality products, of which 70% are partly or completely developed in house. These products are divided into fourteen onboard systems, such as exhaust, manoeuvring, fuel, fresh water, waste water and ventilation systems. In short; VETUS is the one-stop shop for all your technical installations onboard!

Maxwell
For more than 40 years the name Maxwell has been synonymous with high quality anchoring systems for pleasure boats, super yachts and commercial vessels. In the marine industry, Maxwell products are renowned for their quality, innovative design, performance and reliability. Maxwell breakthroughs include the introduction of the world's first automatic rope/chain windlass in the mid 1990's, the Freedom series, which in the true Maxwell custom of constant improvement, has now been replaced with the brilliantly evolved RC series.
Maxwell's comprehensive programme of windlasses, capstans and accessories provides optimal anchoring solutions for boats from 6-90 metres, backed up by the industry's most knowledgeable and experienced engineering, sales and support team.

Marex
Marex is a leading manufacturer of custom made boat windows and has been active in the marine market since 1950. Marex offers several base product ranges including: "Marex Screw-On Line", "Marex Comfort Line" and "Marex Exclusive Line".
The Marex brand stands for quality, innovation and design.

V-Quipment
V-Quipment is a diverse range of high quality marine products carefully selected for every boat owner at an affordable price. All selected V-Quipment products are tested and approved in the VETUS test lab in Schiedam and therefore meet our 3 year warranty requirements. V-Quipment covers a wide variety of products to meet the needs of every boat owner. The range is divided into themes groups - Comfort, Deck Equipment, Fittings, Pumps, Outboard, Accessories, Hinges and Locks.

VETUS COLOURS

The VETUS logo consists of 2 colours: blue and yellow. Consistent use of these colours as a corporate identity is essential, which is why both colours have defined numbers for full colour use, RGB, PMS coated, PMS uncoated and RAL. By using these numbers consistently, the VETUS colours will at always be the same.

C : 100 M : 85 Y : 32 K : 19	R : 0 G : 56 B : 107
Pantone 295 C	
Pantone 295 U	
RAL 5003	

Blue
Full colour: cyan 100%, magenta 85%, yellow 32% and black 19%
RGB: red 0, green 56 and blue 107
PMS Coated: Pantone 295 C
PMS Uncoated: Pantone 295 U
RAL: RAL 5003

C : 0 M : 22 Y : 95 K : 0	R : 255 G : 198 B : 30
Pantone 123 C	
Pantone 121 U	
RAL 1007	

Yellow
Full colour: cyan 0%, magenta 22%, yellow 95% and black 0%
RGB: red 255, green 198 and blue 30
PMS Coated: Pantone 123 C
PMS Uncoated: Pantone 121 U
RAL: RAL 1007

For the yellow colour there are two different Pantone numbers available, one for use on gloss paper (coated, Pantone 123 C) and one for use on matt paper (uncoated, Pantone 121 U). The reason for this is that the Pantone colour looks different on these alternative paper types, making it necessary to choose different colours.

VETUS logo is used for the branding of the company and for branding VETUS products only.

LOGOS

There is a VETUS logo available for all applications.
All logo's are available from the Marketing department.

Logo FC

File name: Logo_Vetus_fc.eps

Logo RGB

File name: Logo_Vetus_RGB.eps

Logo PMS coated

File name: Logo_Vetus_pms_coated_123C_295C.eps

Logo PMS uncoated

File name: Logo_Vetus_pms_uncoated_121U_295U.eps

Logo black

File name: Logo_Vetus_black.eps

Logo white (negative)

File name: Logo_Vetus_diap.eps

Always use the logo on a white background

The VETUS colour logo must always be used on a white background. Because this is not always possible, a white space can be placed behind the colour logo, identical to the shape of the logo.

Minimum white space around the logo

In order to make the VETUS logo stand out, a minimum white space should be maintained around the logo. The minimum width of the white space should be equal to the width of the letter T in the logo. Within the red dotted line it is not permitted to place any other items, either icons or text.

Altering the logo

It is not permitted to graphically manipulate the VETUS logo in any way whatsoever. Changing the aspect ratio or altering the colours is not allowed.

OTHER LOGO'S WITHIN THE VETUS CORPORATE IDENTITY

Other logo's are also used besides the VETUS logo. Also for these logo's there is a version available for every application. For the yellow and blue the same colour numbers apply as for the basic VETUS logo. These logo's are also available from the marketing department.

Logo FC

File name: Logo_Vetus_outlet_fc.eps

Logo RGB

File name: Logo_Vetus_outlet_RGB.eps

Logo PMS coated

File name:
Logo_Vetus_outlet_pms_coated_123C_295C.eps

Logo Logo PMS uncoated

File name:
Logo_Vetus_outlet_pms_uncoated_121U_295U.eps

Logo black

File name: Logo_Vetus_outlet_black.eps

Logo white (negative)

File name: Logo_Vetus_outlet_diap.eps

Font to use: Ginger OT italic in capital letters

Logo FC

File name: Logo_V_quipment_fc.eps

Logo RGB

File name: Logo_V_quipment_RGB.eps

Logo PMS coated and PMS uncoated

File name: Logo_V_quipment_pms295.eps

Logo black

File name: Logo_V_quipment_black.eps

Logo white (negative)

File name: Logo_V_quipment_diap.eps

This mark is only used on VETUS and V-Quipment products!

USE OF ISO LOGO

VETUS is ISO 9001 certified. This certificate means that we guarantee our quality by working according to certain established guidelines and processes and that we monitor these continuously. VETUS is committed to delivering quality and service. This certificate is a confirmation of this commitment.

ISO logo is used on letterheads, ads, product informs and business cards. The ISO logo cannot be used together, besides the company logo.

PICTOGRAMS

For the VETUS corporate identity we have developed pictograms for the various system groups. Below is an overview:

Engines and Around the engine

Exhaust systems

Fuel systems

Boat instruments

Drinking water systems

Waste water systems

Manoeuvring systems

Stern gear systems

Power hydraulics

Electricity on board

Steering systems

Marine glazing

Ventilation

Maxwell anchoring systems

V-Quipment

CONCEPT 'CREATORS OF BOAT SYSTEMS'

Creators of boat systems - a product concept

In the positioning of VETUS, the people and the systems which they create form the centre. The people have the ideas and perform the research and development. The result of this is the creation of high quality products and systems. This is translated into the following theme:

CREATORS OF
BOAT SYSTEMS

This line is all embracing and makes it clear at a glance what VETUS does and where the brand stands.

CREATORS OF
BOAT SYSTEMS

There is a variant of the 'Creators of' trade mark which slopes.

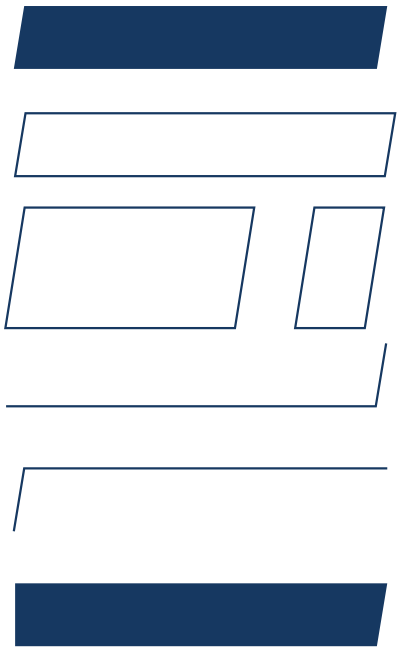
CREATORS OF
BOAT SYSTEMS

The 'Creators of' trade mark may also be used as a negative.

THE VETUS STYLE

The VETUS style is strong, clear, modern and dynamic. The layout is mainly determined by the use of the sloping blue block from the VETUS logo.

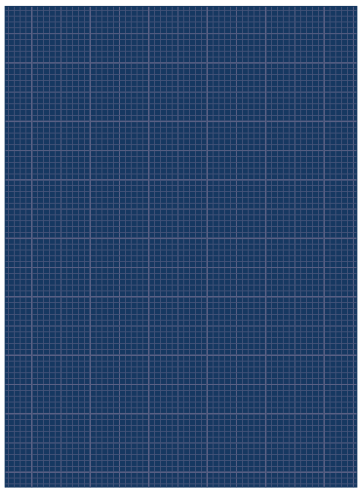
Examples of image elements from the VETUS style.

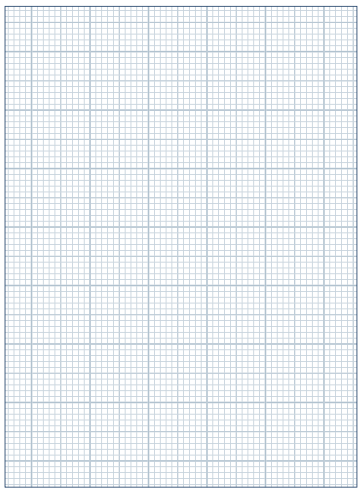


Backgrounds

Next to the sloping blocks in the VETUS logo, we also make use of a background. The background for a VETUS items mostly consists of 2 elements:

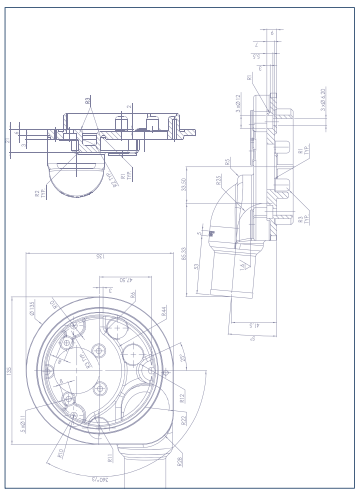
- The cm grid
- Technical drawings





The cm grid

The logo from the VETUS logo can also be used seperately in the layout.



Technical drawings

WRITING CRITERIA

Capital letters
The names of companies, persons and brands always start with a capital letter.

Examples:
• Marex
• Maxwell
• George Clooney
Or:
• VETUS (exception)
This is the only brand name written with capital letters.

All products / systems (types) are written with capital letters. Any numbers are adjoined with the capital letters.

Examples:
• HTP157 – Capital letters and numbers adjoined.
Or:
• ALTUS – Capital letters.

Summary
A summary always starts with a capital letter and ends with a full stop.
A bullet is used for the summary. For a 2nd level we use a dash. If a summary is being used in a sentence we use a colon and the first word begins with a lower case letter.
A summary can also begins with a bullet or number.

Examples:
• High pressure cleaner with small hose (Use capital letter and without a full stop)

Or:
Technical specifications (No colon!)
• Power supply: - 12 Volt.
- 24 Volt. (With full stop!)

Or:
1. Steering pump with check valve. (With full stop after the number.)
2. Main monitor. (Starts with a capital letter and ends with a full stop.)

Or:
At VETUS you can pick up various products, such as: windows, hatches, etc.
(Colon, then starts with a small letter and ends with a full stop.)

TYPOGRAPHY

We use two font types for the VETUS corporate identity:
Ginger OT and Frutiger LT Std.

Ginger OT is used for large headlines and titles. It is important to watch the spacing of this font, because it needs to be adjusted. Ginger has a spacing of 60, which means that distance between the letters is larger than usual.
This improves the legibility. This font is always used in CAPITAL LETTERS and only the italic version.

GINGER OT LIGHT ITALIC
GINGER OT ITALIC

For remaining texts we use font type Frutiger. Frutiger Bold is mainly used for sub headings and Frutiger Roman for plain text.
If more contrast is required, one can also use Frutiger Black.

Frutiger Lt Std 55 Roman
Frutiger Lt Std 56 Italic
Frutiger Lt Std 65 Bold
Frutiger Lt Std 66 Italic
Frutiger Lt Std 75 Black
Frutiger Lt Std 76 Black Italic

Due to the fact that Ginger OT and Frutiger LT Std fonts are not available on every computer, we also use Calibri for printing letters and on the internet.

Calibri Regular
Calibri Italic
Calibri Bold

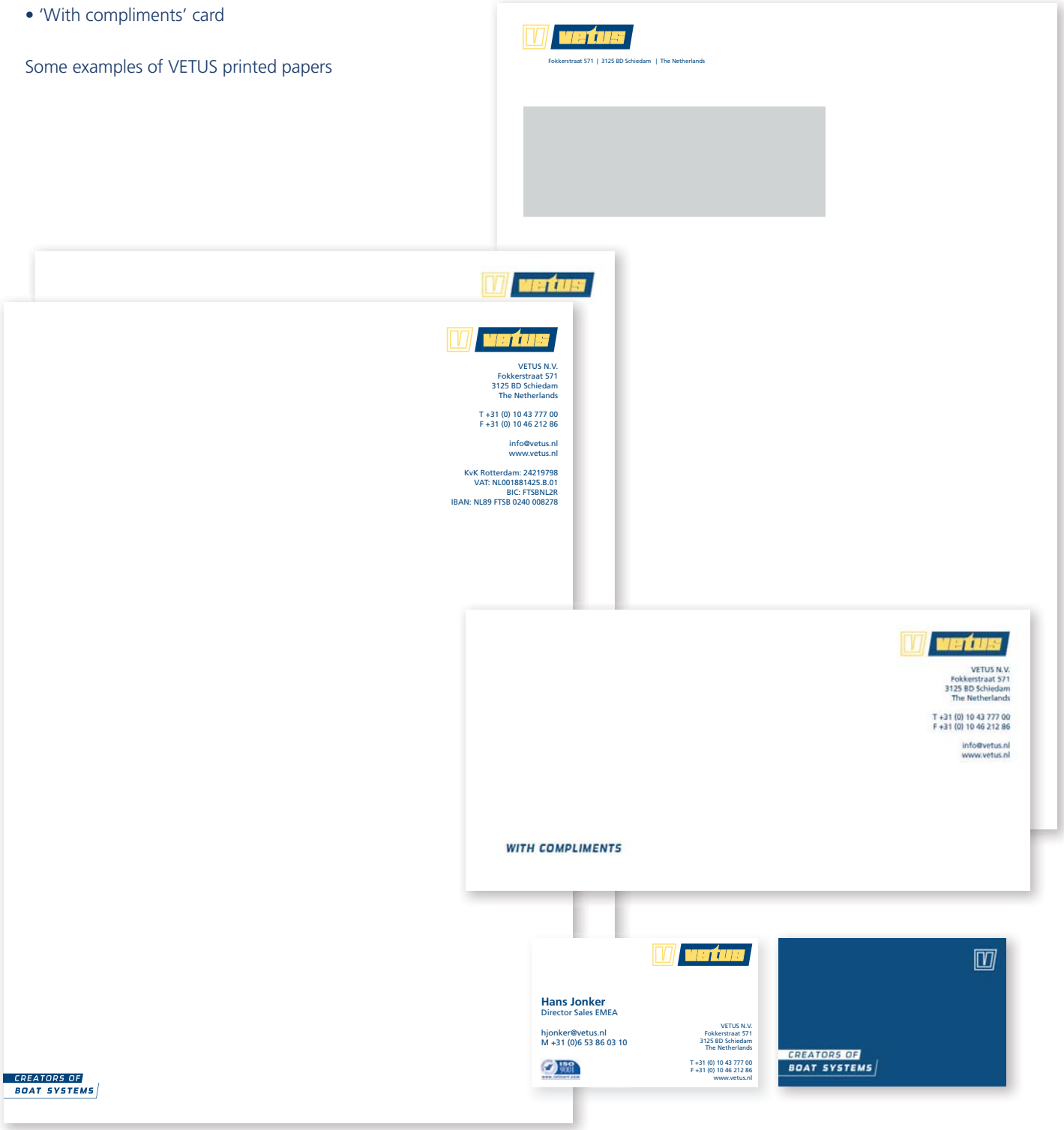
Ginger and Frutiger fonts are available from the marketing department.

PRINTING

Paper choice
The complete stationery range is printed on Olin.

- Letterhead A4
- Envelopes A4 (229 x 325 mm)
- Business cards
- 'With compliments' card

Some examples of VETUS printed papers



VETUS ADS

In 2012 we have introduced a new style. The use of the following keypoints are essential for all ads:

- Innovative
- Development

In 2014 we have added the component as an option:
- Experience

Key components in the ads are:
- Blue background with grid
- Drawing in the background
- Logo Creators of Boat systems
- 3 or 5 year warranty
- Picture of the product(s)
- Text are always in a 10 degree text box
- Experience picture (optional)

vetus
WWW.VETUS.COM
AVAILABLE SEPTEMBER 2014
THE NEW VETUS M-LINE
THE RESULT OF 40 YEARS OF INNOVATION
VETUS has marinised diesel engines since 1974. With the introduction of the new M-Line, VETUS still leads the way!
Some highlights of the new M-Line features:
A water-cooled aluminium top cover creates an ambient temperature reduction of up to 20%, thereby enhancing engine performance.
A new air filter housing provides significant reduction in engine sound
New front covers enclose the drive belts for increased safety
All service parts are now more easily accessible
Many more detail improvements to facilitate installation and use
The quality and reliability of the VETUS M-Line is underlined by the standard warranty of no less than 5 years!
For more information, please contact your VETUS dealer or visit www.vetus.com
5 YEARS WARRANTY
vetus

vetus
WWW.VETUS.COM
SILICONE COWL VENTILATORS
NOW AVAILABLE IN SILICON RUBBER
• Suitable for a broad range of temperatures
• Odorless
• Non-toxic
GUARANTEED TO WITHSTAND THE TEST OF TIME!!
For more information please ask your nearest VETUS dealer or visit our website www.vetus.com
CREATORS OF
BOAT SYSTEMS

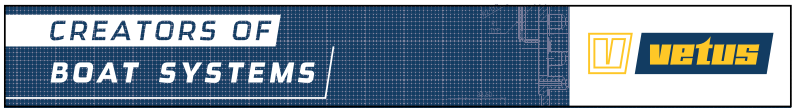
vetus
WWW.VETUS.COM
50TH ANNIVERSARY
1964 2014
HEAVY DUTY WATERLOCKS
SPECIALLY DESIGNED FOR THE MOST EXTREME CONDITIONS
The new line of VETUS HD waterlocks is made from a specially blended composite, VETUS HD composite. While the NLP waterlock design is already well known for its features, it now adds mechanical properties that can meet any challenge:
• Heat resistant up to 260 ° C
almost double that of standard GRP materials
• Indestructible
even under high pressure and temperatures
• Superior noise reduction
with minimal backpressure in the exhaust system
• Easily and quickly installed in any situation
thanks to 360° rotating bodies and hose connections
For more information, please visit your VETUS dealer or go to our website - www.vetus.com
vetus
CREATORS OF
BOAT SYSTEMS

vetus
WWW.VETUS.COM
A COMPLETELY NEW BOW THRUSTER RANGE
Manage your boat with the silent and easy to install VETUS thrusters. The new range of VETUS bow thrusters is designed for silent operation: unique propeller design minimizes cavitation and the flexible coupling between tail piece and motor eliminates vibration. The single propeller and streamlined tail piece reduce flow disturbance. Synthetic propellers minimize weight and wear of gears. The bow thrusters are made of durable materials and come with 3 years warranty.
www.vetus.com
CREATORS OF
BOAT SYSTEMS

BANNER STYLE

The key points that are essential for online banners are:

- Calm background
- Lightly contrasting 1px border
- Company logo
- Value proposition: This needs to showcase (very concisely) the product or goal of the banner
  (10% off / limited time offer / find us at the ..... boat show)
  There has to be a sense of urgency here
- A minimum of text
- When a button is used (if there is a landing page attached to the campaign) the button needs to contain a very concise call to action (1-4 words)



VETUS-MAXWELL COMPANY LOGO

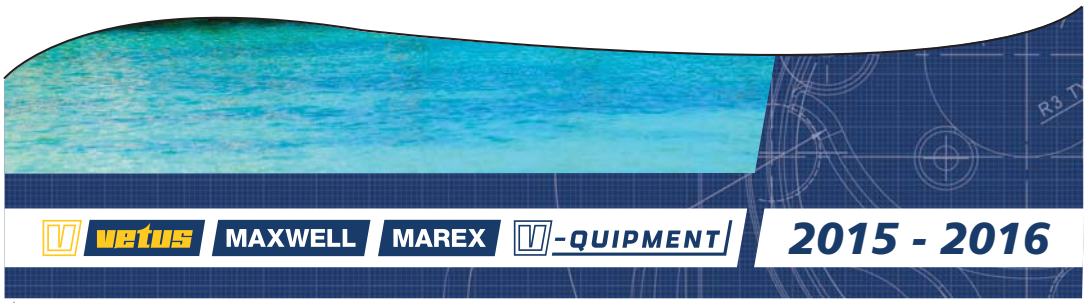
In 2008 Maxwell in it's entirety was purchased by VETUS, at this time the Power and Sail portion of the Maxwell (Brand) was added to VETUS (the Company) program based in Schiedam, Netherlands. The two company names have been merged together in both the APAC Region and the Americas creating a new company name with entities set up under the same in NZ, USA, and Australia and South Africa with other offices following.

The VETUS-Maxwell logo is used when the company is branded in both APAC and the America's and South Africa!

Here we should reference a very successful global Brand such as 'Coca-Cola' which is owned by companies of different names around the world. This 'mother company' has 'Coca-Cola' and many other Brands under its umbrella however does not dilute the brand 'Coca-Cola' in the general marketplace.

To brand all 4 brand under the umbrella of the Company VETUS and VETUS-Maxwell we use this logo strip.
This strip is used enforce the brands to each other advantage.

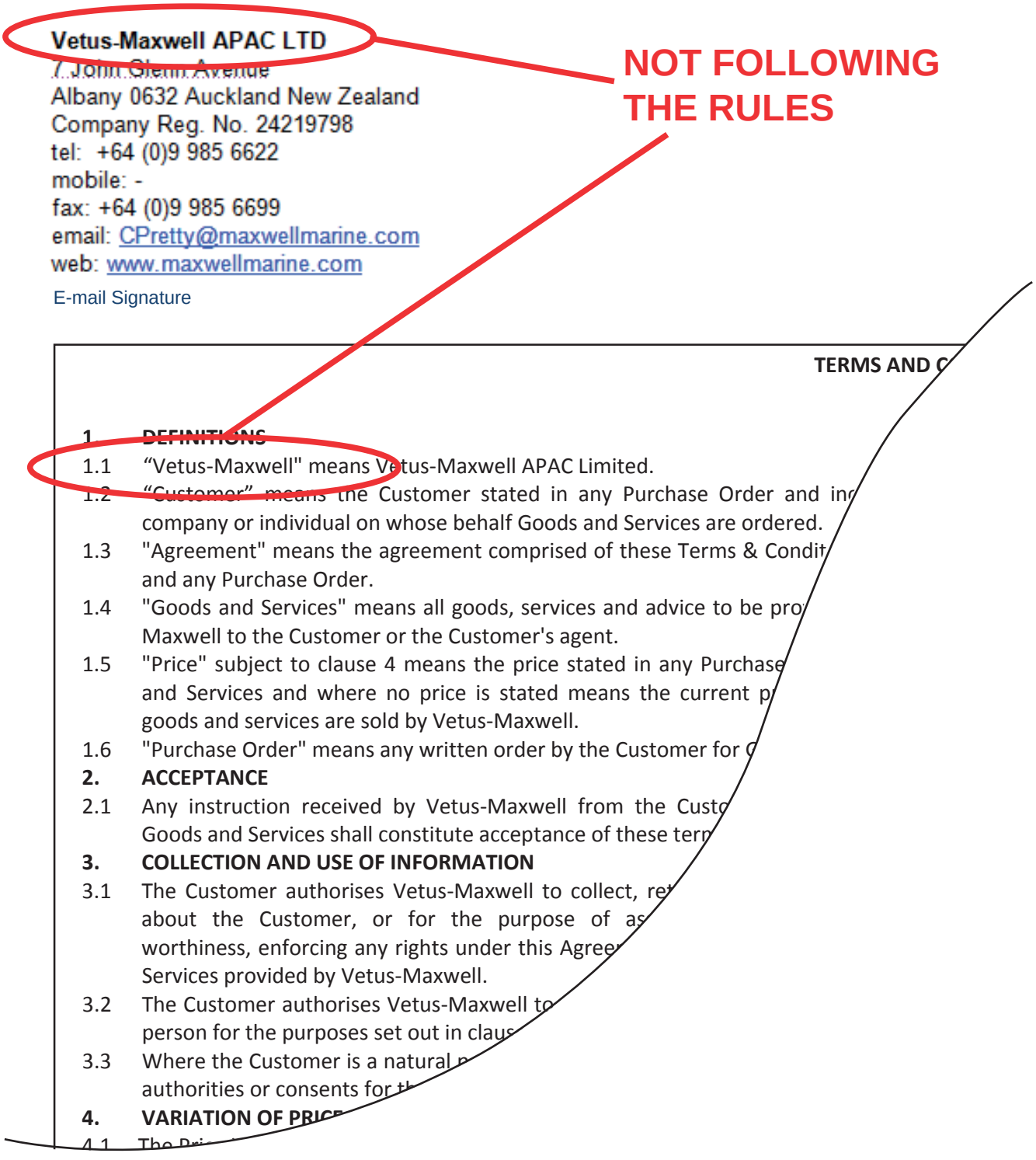
VETUS and Maxwell as two separate Brands used in conjunction with other related Brands.



VETUS Catalogue Cover. This example shows how the different Brands are used to advantage.

VETUS-Maxwell LEGAL NAME

When used in text VETUS-Maxwell the 'VETUS' should be in capitals and the Maxwell with a capital 'M'.
VETUS-Maxwell is the abbreviation used for the full company name, as an example in NZ.
VETUS-Maxwell APAC Limited is the legal identity.
VETUS-Maxwell America, Australia, South Africa etc have their own legal identities.


Vetus-Maxwell APAC LTD
7 John Glenn Avenue
Albany 0632 Auckland New Zealand
Company Reg. No. 24219798
tel: +64 (0)9 985 6622
mobile: -
fax: +64 (0)9 985 6699
email: CPretty@maxwellmarine.com
web: www.maxwellmarine.com
E-mail Signature
NOT FOLLOWING THE RULES
TERMS AND C
1. DEFINITIONS
1.1 "Vetus-Maxwell" means Vetus-Maxwell APAC Limited.
1.2 "Customer" means the Customer stated in any Purchase Order and inc
company or individual on whose behalf Goods and Services are ordered.
1.3 "Agreement" means the agreement comprised of these Terms & Condit
and any Purchase Order.
1.4 "Goods and Services" means all goods, services and advice to be pro
Maxwell to the Customer or the Customer's agent.
1.5 "Price" subject to clause 4 means the price stated in any Purchase
and Services and where no price is stated means the current p
goods and services are sold by Vetus-Maxwell.
1.6 "Purchase Order" means any written order by the Customer for G
2. ACCEPTANCE
2.1 Any instruction received by Vetus-Maxwell from the Custo
Goods and Services shall constitute acceptance of these term
3. COLLECTION AND USE OF INFORMATION
3.1 The Customer authorises Vetus-Maxwell to collect, re
about the Customer, or for the purpose of as
worthiness, enforcing any rights under this Agree
Services provided by Vetus-Maxwell.
3.2 The Customer authorises Vetus-Maxwell to
person for the purposes set out in claus
3.3 Where the Customer is a natural p
authorities or consents for th
4. VARIATION OF PRIC
4.1 The Pri

VETUS-Maxwell TYPOGRAPHY

We use two font types for the VETUS-Maxwell corporate identity:
Ginger OT and Frutiger LT Std.

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This improves the legibility. This font is always used in CAPITAL LETTERS and only the italic version.

GINGER OT LIGHT ITALIC
GINGER OT ITALIC

For remaining texts we use font type Frutiger. Frutiger Bold is mainly used for sub headings and Frutiger Roman for plain text.
If more contrast is required, one can also use Frutiger Black.

Frutiger Lt Std 55 Roman
Frutiger Lt Std 56 Italic
Frutiger Lt Std 65 Bold
Frutiger Lt Std 66 Italic
Frutiger Lt Std 75 Black
Frutiger Lt Std 76 Black Italic

Due to the fact that Ginger OT and Frutiger LT Std fonts are not available on every computer, we also use Calibri for printing letters and on the internet.

Calibri Regular
Calibri Italic
Calibri Bold

Ginger and Frutiger fonts are available from the marketing department.

VETUS-Maxwell COLOURS

C : 100 M : 85 Y : 32 K : 19	R : 0 G : 56 B : 107
Pantone 295 C	
Pantone 295 U	
RAL 5003	

VETUS-Maxwell Dark Blue
Full colour: cyan 100%, magenta 85%, yellow 32% and black 19%
RGB: red 0, green 56 and blue 107
PMS Coated: Pantone 295 C
PMS Uncoated: Pantone 295 U
RAL: RAL 5003

C : 0 M : 22 Y : 95 K : 0	R : 255 G : 198 B : 30
Pantone 123 C	
Pantone 121 U	
RAL 1007	

VETUS-Maxwell Yellow
Full colour: cyan 0%, magenta 22%, yellow 95% and black 0%
RGB: red 255, green 198 and blue 30
PMS Coated: Pantone 123 C
PMS Uncoated: Pantone 121 U
RAL: RAL 1007

C : 18 M : 0 Y : 0 K : 27	R : 152 G : 173 B : 178
Pantone 5435	

VETUS-Maxwell Blue/Grey 1
Full colour: cyan 18%, magenta 0%, yellow 0% and black 27%
RGB: red 152, green 173 and blue 178
PMS Coated: Pantone 5435

C : 11 M : 0 Y : 0 K : 18	R : 186 G : 200 B : 204
Pantone 5445	

VETUS-Maxwell Blue/Grey 2
Full colour: cyan 11%, magenta 0%, yellow 0% and black 18%
RGB: red 186, green 200 and blue 204
PMS Coated: Pantone 5445

LOGOS

Positive (Preferred Option)

Negative

Positive (Preferred Option)

Negative

Altering the logo

It is not permitted to graphically manipulate the VETUS-Maxwell logo in any way whatsoever.
Changing the aspect ratio or altering the colours is not allowed.

Examples of when not to use VETUS-Maxwell logo

- Stickers for Agents
- Stand Banners
- Advertising

INFO
MAXSET
Bow Rollers
Features
Self launching design.
Designed to fit MAXset anchors perfectly ensuring the anchor fits snugly into roller eliminating noise.
Includes Locking Pin for securing the anchor when underway, a storage location is provided for storing the pin while the anchor is in use.
The rollers are designed to allow a MAXset anchor to self right if pulled into Bow Roller at any angle.
The heavy gauge welded base plate extends forward of the bow to provide superior strength and security.
Optional Backing Plate for spreading load.
Item Codes
Code
Item Description
P105076 MAXset 10 Bow Roller - Satin finish
P105077 MAXset 10 Bow Roller - Polished
P105078 MAXset 16 Bow Roller - Satin finish
P105079 MAXset 16 Bow Roller - Polished
P105080 MAXset 20 Bow Roller - Satin finish
P105081 MAXset 20 Bow Roller - Polished
7895 Backing Plate for MAXset Bow Rollers
www.maxwellmarine.com

Product Release

IBI RC Series Advertisement

VETUS-Maxwell is a Company Name.
It is not a Brand.

Instead of VETUS-Maxwell Company logo,
please use VETUS and Maxwell as two Brands:

Never to be used for products only.

Examples of when not to use VETUS-Maxwell logo

Boat Show display banner

MAXWELL FONTS

“The quick brown fox jumps over the lazy dog”
Helvetica Neue LT Pro 77 Bold Condensed
(used for Headings, Sub-Headings, Product Description and Maxwell Website)

“The quick brown fox jumps over the lazy dog”
Helvetica Neue LT Pro 47 Light Condensed
(used for Body Copy in Promotional Material, Tables and used with Product Logos)

“The quick brown fox jumps over the lazy dog”
Helvetica Neue LT Std 75 Bold
(used for other Headings)

“The quick brown fox jumps over the lazy dog”
Helvetica Neue LT Std 45 Light
(used for other Body Copy)

Note: Please use Arial Font when Helvetica Neue Font is not available.

“The quick brown fox jumps over the lazy dog”
Arial Narrow Bold
(used for other Headings or for Maxwell Website when Helvetica Neue LT Pro 77 Bold Condensed is not available)

“The quick brown fox jumps over the lazy dog”
Arial Narrow
(used for other Body Copy when Helvetica Neue LT Pro 47 Light Condensed is not available)

“The quick brown fox jumps over the lazy dog”
Arial Bold
(used for other Headings when Helvetica Neue LT Std 75 Bold is not available)

“The quick brown fox jumps over the lazy dog”
Arial Regular
(used for other Body Copy when Helvetica Neue LT Std 45 Light is not available)

MAXWELL COLOURS

C : 100 M : 85 Y : 32 K : 19	R : 0 G : 56 B : 107
Pantone 295 C	
Pantone 295 U	
RAL 5003	

Maxwell Dark Blue
Full colour: cyan 100%, magenta 85%, yellow 32% and black 19%
RGB: red 0, green 56 and blue 107
PMS Coated: Pantone 295 C
PMS Uncoated: Pantone 295 U
RAL: RAL 5003

C : 18 M : 0 Y : 0 K : 27	R : 152 G : 173 B : 178
Pantone 5435	

Maxwell Blue/Grey 1
Full colour: cyan 18%, magenta 0%, yellow 0% and black 27%
RGB: red 152, green 173 and blue 178
PMS Coated: Pantone 5435

C : 11 M : 0 Y : 0 K : 18	R : 186 G : 200 B : 204
Pantone 5445	

Maxwell Blue/Grey 2
Full colour: cyan 11%, magenta 0%, yellow 0% and black 18%
RGB: red 186, green 200 and blue 204
PMS Coated: Pantone 5445

C : 6
M : 1
Y : 0
K : 10

Maxwell Line Feature Colour
Full colour: cyan 6%, magenta 1%, yellow 0% and black 10%

C : 0 M : 100 Y : 100 K : 0	R : 238 G : 28 B : 36
Pantone 032	

Maxwell Red
Full colour: cyan 0%, magenta 100%, yellow 100% and black 0%
RGB: red 238, green 28 and blue 36
PMS Coated: Pantone 032

C : 0
M : 0
Y : 0
K : 100

Maxwell Black
Full colour: cyan 0%, magenta 0%, yellow 0% and black 100%

C : 8
M : 4
Y : 4
K : 11

VETUS Catalogue Colour e.g. Behind the Icons
Full colour: cyan 8%, magenta 4%, yellow 4% and black 11%

LOGOS

Positive (Preferred Option)

Maxwell Logo CMYK_positive.eps

Maxwell Logo Black_positive.eps

Negative (Preferred Option)

Maxwell Logo CMYK_negative.eps

Maxwell Logo Black_negative.eps

Maxwell Logo-Minimum Clear Space Guide

Maxwell Logo and Minimum Clear Space Guide - Positive (Preferred Option)

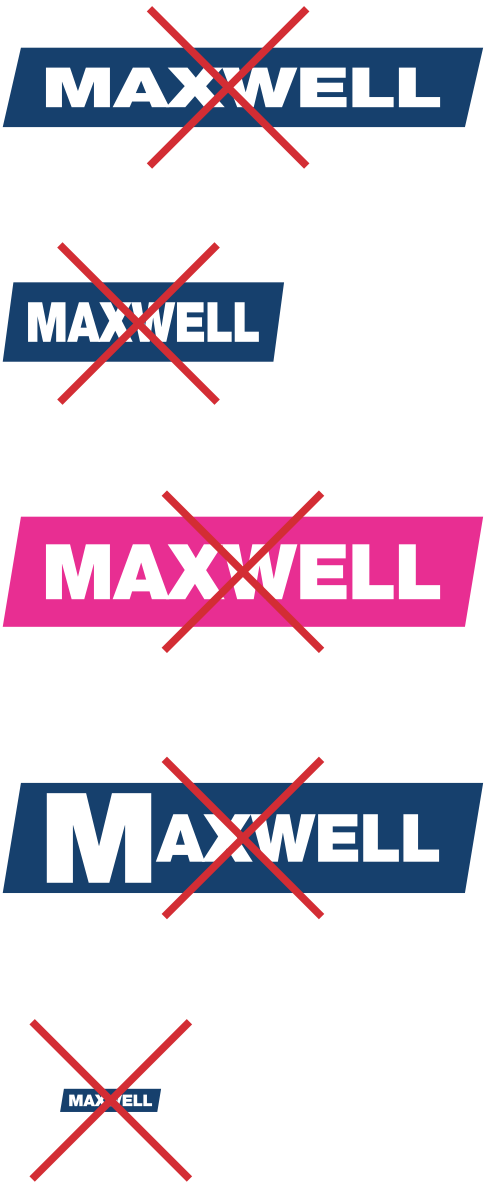
It should be used wherever possible in most forms of communication.

Maxwell Logo and Minimum Clear Space Guide - Negative

It should be used only when the characteristics of printed materials or advertising make it impossible to use Maxwell Logo-Positive. For example the VETUS Catalogue.

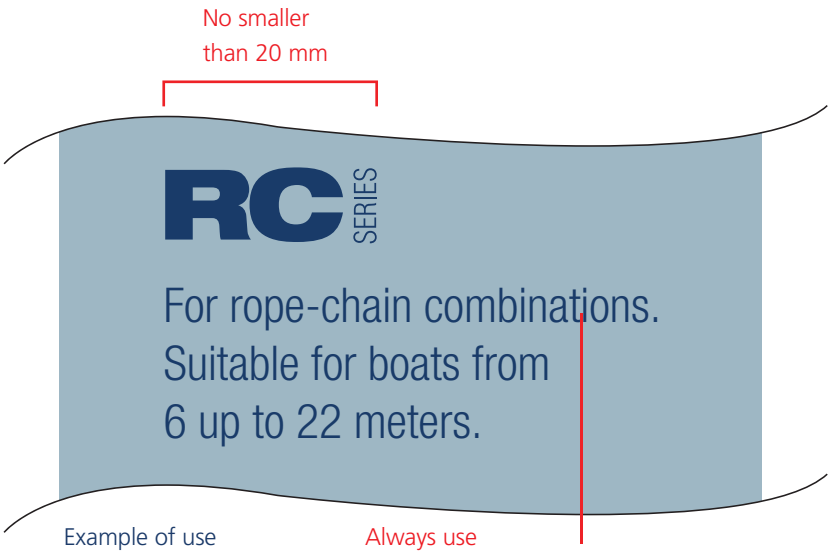
Altering the logo

It is prohibited to alter the Maxwell Logo in any way. Do not under any circumstances create Maxwell Logo from scratch. It is important to use the files as provided with Maxwell Branding Guidelines.



MAXWELL PRODUCT LOGOS

RC Series
Example of the minimum clear space



Example of use
in promotional
material

Always use
Helvetica Neue LT Std 47 Light Condensed
when used in conjunction with Product logo

RC Series Logos

RC Series Logo CMYK.eps

RC Series Logo Black.eps

RC6 Logo CMYK.eps

RC6 Logo Black.eps

RC8 Logo CMYK.eps

RC8 Logo Black.eps

RC10 Logo Black.eps

RC10 Logo Black.eps

RC12 Logo CMYK.eps

RC12 Logo Black.eps

Categories Logos

VC Series Vertical Capstan Black.eps

VW Series Vertical Windlass Black.eps

VWC Series Vertical Windlass & Chainpipe Black.eps

HWC Series Horizontal Windlass & Capstan Black.eps

VC Series Logos

VC Series Logo CMYK.eps

VC Series Logo Black.eps

VW Series Logos

VW Series Logo CMYK.eps

VW Series Logo Black.eps

VWC Series Logos

VWC Series Logo CMYK.eps

VWC Series Logo Black.eps

HRC10 Logos

HRC10 Logo CMYK.eps

HRC10 Logo Black.eps

HRCFF6-7-8 Logos

HRCFF6-7-8 Logo CMYK.eps

HRCFF6-7-8 Logo Black.eps

AnchorMax Logos

AnchorMax Logo CMYK.eps

AnchorMax Logo Black.eps

No smaller than 20 mm

Note: Never make MAXset Logo bigger than Maxwell Logo when they appear together. Use letter 'M' as a guide to define the relationship between MAXset Logo and Maxwell Logo. Always use the files provided with Maxwell Branding Guidelines.

MAXset Logo CMYK.eps

MAXset Logo PMS 295 Coated.eps

MAXset Logo PMS 295 Uncoated.eps

MAXset Logo RGB.eps

MAXset Logo Black_positive.eps

MAXset Logo Black_negative.eps

MAXset Logo CMYK with BKGD colour.eps

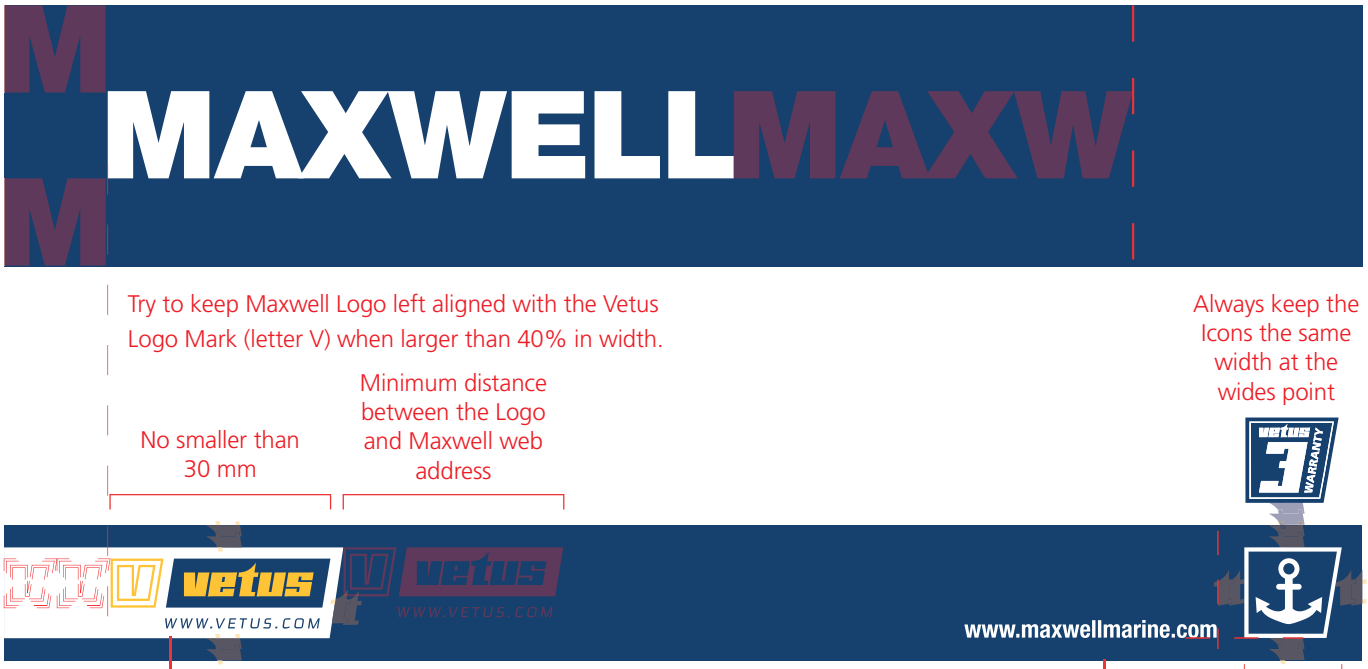
MAXset Logo PMS 295 Coated with BKGD colour.eps

MAXset Logo PMS 295 Uncoated with BKGD colour.eps

MAXWELL AND VETUS BRAND STRIPES

Maxwell Logo should be at least 40% larger in width in comparison with the Vetus Logo when they appear together on Maxwell promotional material such as magazine ads, catalogues or product releases.

Minimum distance



Try to keep Maxwell Logo left aligned with the Vetus Logo Mark (letter V) when larger than 40% in width.

No smaller than 30 mm

Minimum distance between the Logo and Maxwell web address

Always keep the Icons the same width at the wides point

Always keep the Vetus Logo with web address within the white box with one side on angle

No smaller than 9 pt but always keep it in the same proportion with Logos (Helvetica Neue LT Std 77 Bold Condensed

No smaller than 10 mm

Note: Vetus Branding may be removed when required for different markets.

Note: Always keep the Icons in the same height with Vetus Logo when they appear together. In this case keep it together in the same height with Vetus Logo (contained in the white box with Vetus web address.

MAXWELL ELEMENTS

(such as use of images and headings)

Maxwell Blue/Grey 1

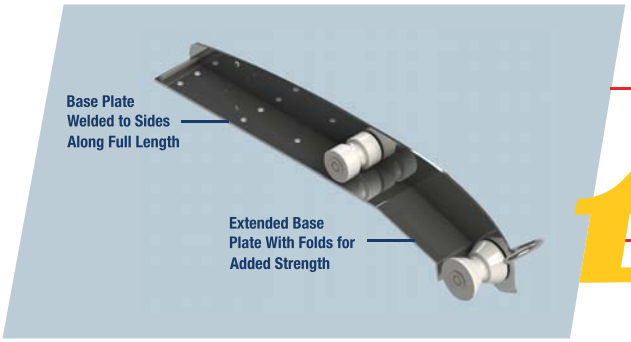
Maxwell Dark Blue

Minimum Clear Space

White Lines allow stainless parts to be distinguished more effectively

Maxwell Blue/Grey 2

Featured Images



Always use Maxwell Blue/Grey 2 for Clear Cut Images

The angle is defined by letter 't' from Vetus Logo as a guide

Note: Always use Helvetica Neue LT Std 77 Bold Condensed for Product Description

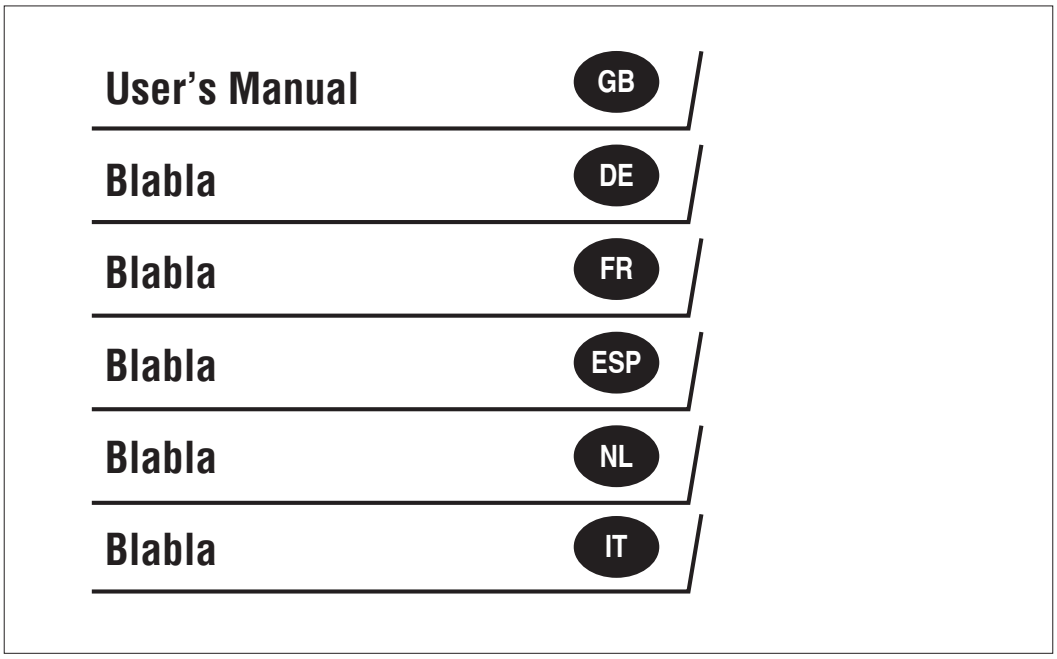
Other Images on angled boxes

Other Images on angles boxes (always use Maxwell Blue/Grey 1 or Maxwell Blue/Grey 2)

MAXWELL ELEMENTS

on angle to reflect Vetus Branding

Stripe for the Catalogue Heading and Page numbers



Example for the Manuals

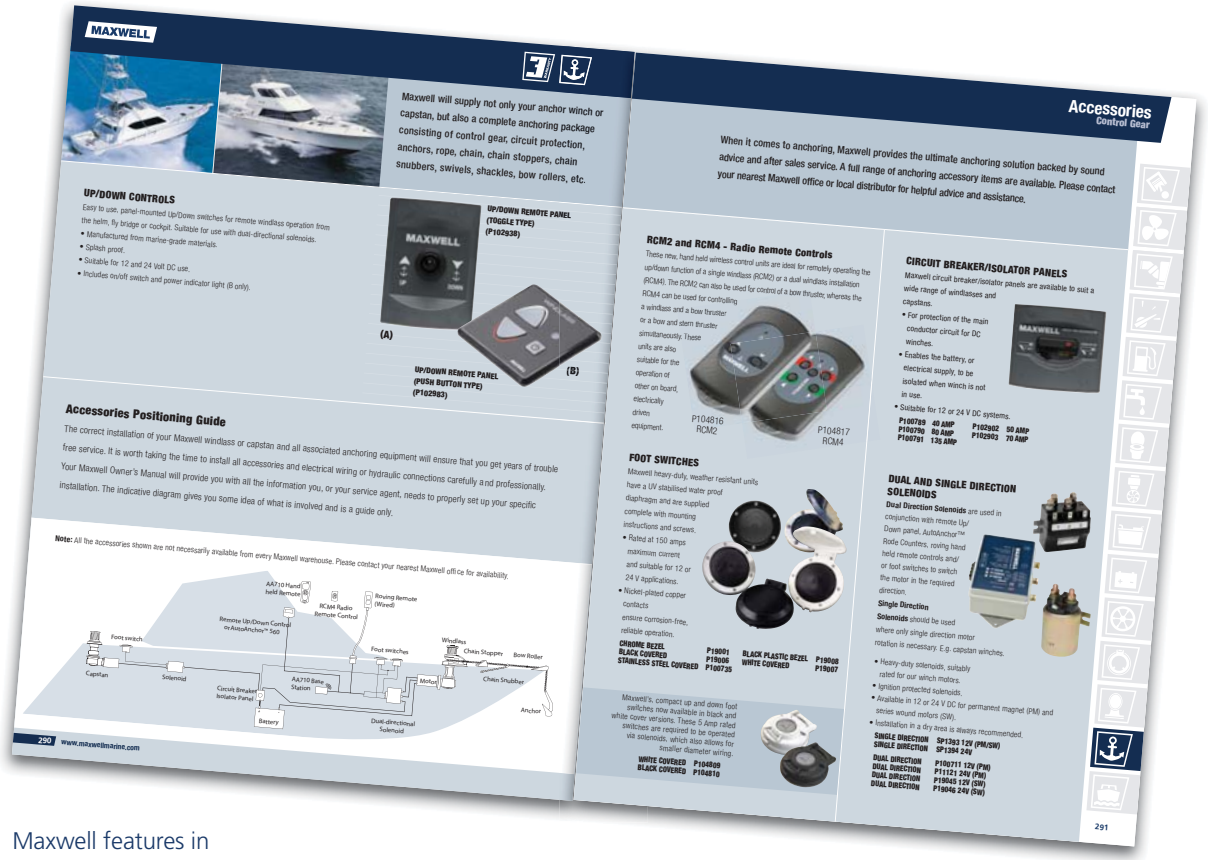
MAXWELL EXAMPLES OF USE

MAXWELL
INFO
MAX SET
Bow Rollers
Features
Self launching design
Designed to fit MAXset anchors perfectly ensuring the anchor fits snugly into roller eliminating noise
Includes Locking Pin for securing the anchor when underway, a storage location is provided for storing the pin while the anchor is in use
The rollers are designed to all MAXset anchor to self right if pulled into Bow Roller upside down
The heavy gauge welded base plate extends forward of the bow to provide superior strength and security
Optional Backing Plate for spreading load
Item Codes
Code
Item Description
P105076 MAXset 10 Bow Roller - Satin finish
P105077 MAXset 10 Bow Roller - Polished
P105078 MAXset 16 Bow Roller - Satin finish
P105079 MAXset 16 Bow Roller - Polished
P105080 MAXset 20 Bow Roller - Satin finish
P105081 MAXset 20 Bow Roller - Polished
7895 Backing Plate for MAXset Bow Rollers
vetus
WWW.VETUS.COM
3 YEARS
www.maxwellmarine.com

MAXWELL
Base Plate Welded to Sides Along Full Length
Extended Base Plate With Folds for Added Strength
The Bow Roller is made out of 304 grade stainless steel which provides superior strength to 316 and is then chemically treated to further improve corrosion resistance
The rollers are made from UV resistant materials for long life and are available separately as spare parts
The Bow Roller is fixed to the deck using 5 M10 bolts (not supplied) and a heavy gauge backing plate is available separately to evenly spread the loads below deck
Model and drawings are available from www.vetus.sharefile.com (refer to your Maxwell representative for login information)
A video showing the above features is on our YouTube Channel http://goo.gl/Ymo4Y
Item No
Part No
Description
1pKg Anchor/ Default Qty
1 SP4491 Plastic Roller Bow Roller 1
2 SP0554 Quick Release Pin 3/8" x 3.7" 1
3 7895 Bottom Plate Manual Bow Roller 10–19Kg 1
4 SP0447 Washer Flat M16 SS 4
5 7894 Roll (half) MAXset Bow Roller 10–19kg 2
6 SP4493 Plastic Roller Bow Roller 1
7 SPS710 Screw Button Hd Soc M12x25 SS 4
Locking Pin in storage location
Locking Pin in lock location
The Locking Pin can be inserted through the hole in the anchor shank to secure the anchor while underway, when not in use the Locking Pin can be stored out of the way in the storage location provided
The Bow Roller is designed to suit the MAXset anchor however other common anchors such as the Delta will fit (but rollover and Locking Pin features are not guaranteed to work)
vetus
WWW.VETUS.COM
www.maxwellmarine.com

Product Release

IBI RC Series Advertisement


MAXWELL
Maxwell will supply not only your anchor winch or capstan, but also a complete anchoring package consisting of control gear, circuit protection, anchors, rope, chain, chain stoppers, chain snubbers, swivels, shackles, bow rollers, etc.
UP/DOWN CONTROLS
Easy to use, panel-mounted Up/Down switches for remote windlass operation from the helm, fly bridge or cockpit. Suitable for use with dual-directional solenoids.
• Manufactured from marine-grade materials.
• Splash proof.
• Suitable for 12 and 24 Volt DC use.
• Includes on/off switch and power indicator light (B only).
UP/DOWN REMOTE PANEL (TOGGLE TYPE) (P102938)
(A)
UP/DOWN REMOTE PANEL (PUSH BUTTON TYPE) (P102982)
(B)
Accessories Positioning Guide
The correct installation of your Maxwell windlass or capstan and all associated anchoring equipment will ensure that you get years of trouble free service. It is worth taking the time to install all accessories and electrical wiring or hydraulic connections carefully and professionally. Your Maxwell Owner's Manual will provide you with all the information you, or your service agent, needs to properly set up your specific installation. The indicative diagram gives you some idea of what is involved and is a guide only.
Note: All the accessories shown are not necessarily available from every Maxwell warehouse. Please contact your nearest Maxwell office for availability.
290 www.maxwellmarine.com
Accessories
Control Gear
When it comes to anchoring, Maxwell provides the ultimate anchoring solution backed by sound advice and after sales service. A full range of anchoring accessory items are available. Please contact your nearest Maxwell office or local distributor for helpful advice and assistance.
RCM2 and RCM4 - Radio Remote Controls
These new, hand held wireless control units are ideal for remotely operating the up/down function of a single windlass (RCM2) or a dual windlass installation (RCM4). The RCM2 can also be used for control of a bow thruster, whereas the RCM4 can be used for controlling a windlass and a bow thruster or a bow and stern thruster simultaneously. These units are also suitable for the operation of other on board, electrically driven equipment.
P104816 RCM2
P104817 RCM4
CIRCUIT BREAKER/ISOLATOR PANELS
Maxwell circuit breaker/isolator panels are available to suit a wide range of windlasses and capstans.
• For protection of the main conductor circuit for DC winches.
• Enables the battery, or electrical supply, to be isolated when winch is not in use.
• Suitable for 12 or 24 V DC systems.
P100789 40 AMP
P100790 80 AMP
P100791 135 AMP
P102902 50 AMP
P102903 70 AMP
FOOT SWITCHES
Maxwell heavy-duty, weather resistant units have a UV stabilised water proof diaphragm and are supplied complete with mounting instructions and screws.
• Rated at 150 amps maximum current and suitable for 12 or 24 V applications.
• Nickel-plated copper contacts ensure corrosion-free, reliable operation.
CHROME BEZEL BLACK COVERED STAINLESS STEEL COVERED P19001 P19006 P100735
BLACK PLASTIC BEZEL WHITE COVERED P19008 P19007
Maxwell's, compact up and down foot switches now available in black and white cover versions. These 5 Amp rated switches are required to be operated via solenoids, which also allows for smaller diameter wiring.
WHITE COVERED P104809
BLACK COVERED P104810
DUAL AND SINGLE DIRECTION SOLENOIDS
Dual Direction Solenoids are used in conjunction with remote Up/Down panel, AutoAnchor™, Rode Counters, roving hand held remote controls and/or foot switches to switch the motor in the required direction.
Single Direction Solenoids should be used where only single direction motor rotation is necessary. E.g. capstan winches.
• Heavy-duty solenoids, suitably rated for our winch motors.
• Ignition protected solenoids.
• Available in 12 or 24 V DC for permanent magnet (PM) and series wound motors (SW).
• Installation in a dry area is always recommended.
SINGLE DIRECTION SP1393 12V (PM/SW)
SINGLE DIRECTION SP1394 24V
DUAL DIRECTION P10711 12V (PM)
DUAL DIRECTION P11121 24V (PM)
DUAL DIRECTION P19045 12V (SW)
DUAL DIRECTION P19046 24V (SW)
291

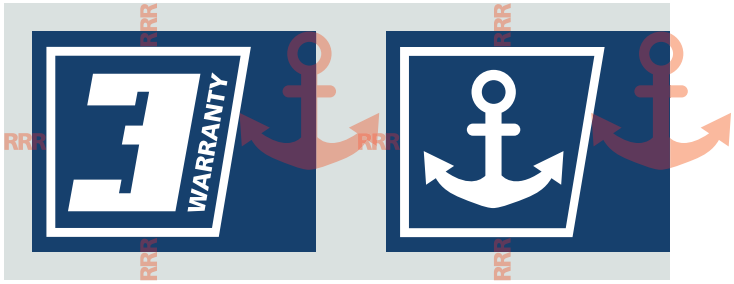
Maxwell features in
Vetus Catalogue

Manual Cover

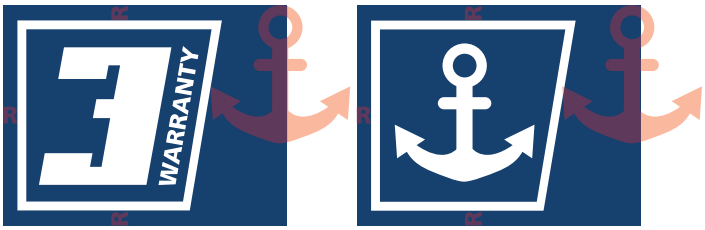
Authorised Service Centre Signage 300 cm W x 18 cm H

WARRANTY ICON

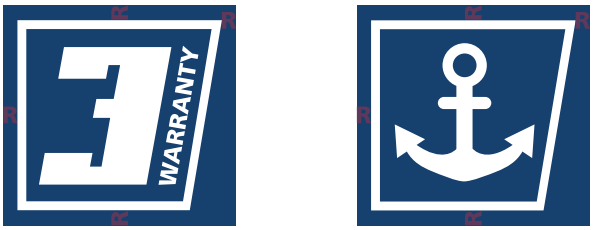
(Proposed) and Anchoring Systems Icon



Icons with Tab used on Vetus Colour Background (C:8 M:4 Y:4 K:11)



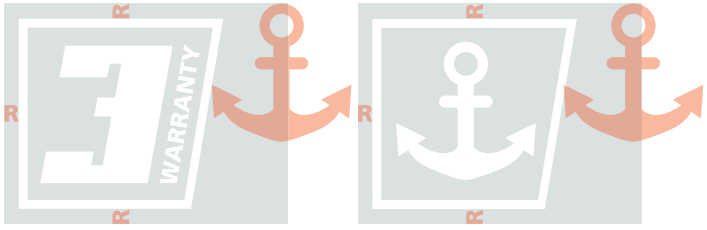
Icons with Tab used on White Background



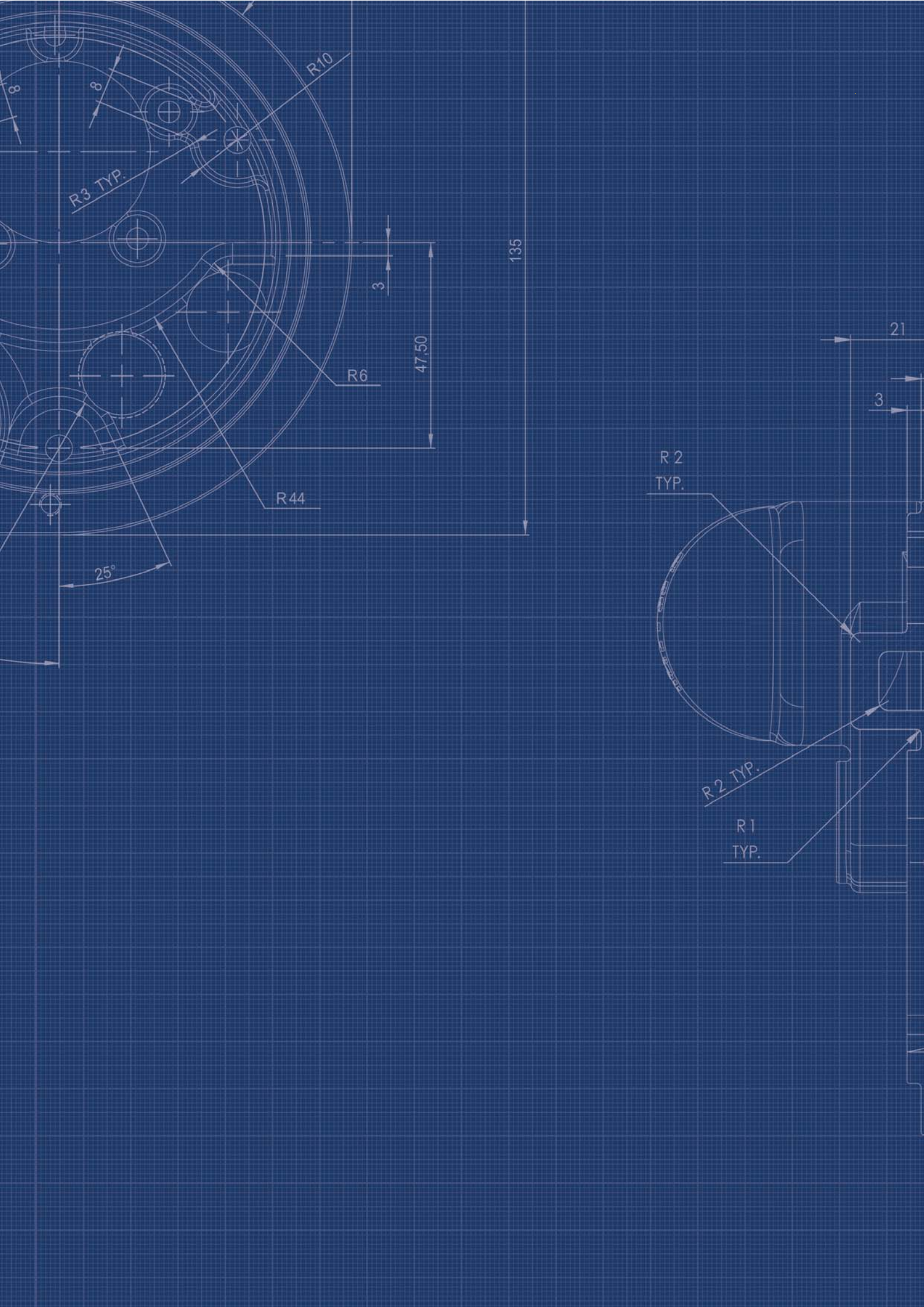
Maxwell Dark Blue Background

Do not use
traditional VETUS
3 year warranty logo

White Background



VETUS Colour Background (C:8 M:4 Y:4 K:11)


8
8
R10
R3 TYP.
3
135
47.50
R6
R44
25°
21
3
R 2
TYP.
R2 TYP.
R1
TYP.